

REMARKS

Claims 77-89 are currently pending in the subject application and are presently under consideration. Favorable reconsideration of the subject patent application is respectfully requested in view of the comments and amendments herein. Applicants' representative thanks the Examiner for the interview during which the cited art, US Patent Application S/N 20020095676 (hereinafter referred to as Knee) and the limitations of the newly added claims were discussed.

I. Objection to Claims 1 and 4, Rejection of Claims 1-13 Under 35 U.S.C. §112 and Rejection of Claims 1-13, 15-28, 32, 34-35, 38, 41-55, 64-66, 69-71 Under 35 U.S.C. §103(a)

Claims 1-13, 15-28, 32, 34-35, 38, 41-55, 64-66, 69-71 stand rejected under 35 U.S.C. §103(a) as being unpatentable over Ellis (US 2005/0028208 – hereinafter referred to as E208) in view of Ellis (US 6,898,762 – hereinafter referred to as E762) and Hirata (US 6,374,406). Applicants' representative respectfully disagrees with the Examiner's rejection. However, in order to expedite prosecution, these claims have been canceled and new claims 77-89 have been added.

II. Knee (US Patent Application S/N 20020095676), E762 (US 6,898,762) and New Claims 77-89

Knee discloses a set-top box that utilizes user input to determine values for demographic variables and delivers targeted advertisements based on the user's demographics. (See Knee at ¶¶ 0002, 0004 and 0009-0010). E762 discloses a set-top box that tracks a user's viewing history and can deliver targeted advertisements based on the user's viewing history. (See E762 at Abstract, col. 2, ll. 56-59, col. 19, ll. 13-63). The Examiner contends that E762 inherently discloses estimating a size of a viewing audience. (See Office Action dated Oct. 27, 2006 at p. 15). Applicants' representative respectfully disagrees. Moreover, new claims 77-89 recite the limitation predicting/estimating the size of a viewing audience for a program to be broadcast based on stored information obtained during token translation and sending this information to a content provider *prior to the program's broadcast time* or similar limitations. (See

Application at pp. 52-53). Neither Knee nor E762 teach or suggest this novel feature of the subject claims.

CONCLUSION

The present application is believed to be in condition for allowance in view of the above comments and amendments. A prompt action to such end is earnestly solicited. In the event any fees are due in connection with this document, the Commissioner is authorized to charge those fees to Deposit Account No. 50-1063 [MSFTP111USA]. Should the Examiner believe a telephone interview would be helpful to expedite favorable prosecution, the Examiner is invited to contact applicants' undersigned representative at the telephone number below.

Respectfully submitted,
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